

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 968210 /		<u>All Order #</u>
<u>Product</u> Candidate		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u> 12954
<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/26/12 / 10/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Belh Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 4	KOAT	10/29/12	11/05/12	Good Morning America	7-9a		:30			NM	6	\$1,800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	M-----				1	\$300.00			
N 10	KOAT	11/01/12	11/01/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$175.00			
N 23	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$525.00			
N 37	KOAT	10/30/12	10/30/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$650.00			
N 45	KOAT	10/30/12	10/30/12	HAPPY/DONT TRUST	8-9p		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,500.00			
N 46	KOAT	10/31/12	10/31/12	NASHVILLE	9-10p		:30			NM	1	\$1,515.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,515.00			
N 47	KOAT	10/29/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$400.00			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 48	KOAT	10/29/12	10/29/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
Class of Time - Immediately Pre-emptible without notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$110.00			
N 49	KOAT	11/02/12	11/02/12	General Hospital	2-3p/1-2p		:30			NM	1	\$140.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$140.00			
N 50	KOAT	10/31/12	10/31/12	Nightline	1105-1135p		:30			NM	1	\$135.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$135.00			
Totals											16	\$7,350.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 -11/05/12	16	\$7,350.00	\$6,247.50	\$437.33	\$6,684.83
Totals	16	\$7,350.00	\$6,247.50	\$437.33	\$6,684.83

Signature: _____ Date: _____

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<u>Advertiser</u> Heinrich/D/Senate		<u>Original Date / Revision</u> 10/26/12 / 10/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Beth Pfefferle	<u>Sales Office</u> Albuquerque - L
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
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Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	M-----				1	\$300.00			
N 10	KOAT	11/01/12	11/01/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	1	\$175.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$175.00			
N 23	KOAT	10/30/12	10/30/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$525.00
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Week:		10/29/12	11/04/12	-T-----				1	\$525.00			
N 37	KOAT	10/30/12	10/30/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$650.00
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Week:		10/29/12	11/04/12	-T-----				1	\$650.00			
N 45	KOAT	10/30/12	10/30/12	HAPPY/DONT TRUST	8-9p		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
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Week:		10/29/12	11/04/12	-T-----				1	\$1,500.00			
N 46	KOAT	10/31/12	10/31/12	NASHVILLE	9-10p		:30			NM	1	\$1,515.00
Class of Time - Pre-emptible with notice												
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Week:		10/29/12	11/04/12	--W----				1	\$1,515.00			
N 47	KOAT	10/29/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
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Week:		10/29/12	11/04/12	M-----				1	\$400.00			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 48	KOAT	10/29/12	10/29/12	Anderson Cooper	11a-12n		:30			NM	1	\$110.00
Class of Time - Immediately Pre-emptible without notice												

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Week:		10/29/12	11/04/12	M-----				1	\$110.00			
N 49	KOAT	11/02/12	11/02/12	Generat Hospitat	2-3p/1-2p		:30			NM	1	\$140.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$140.00			
N 50	KOAT	10/31/12	10/31/12	Nightline	1105-1135p		:30			NM	1	\$135.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$135.00			
N 51	KOAT	10/30/12	11/02/12	M-F A7N This AM @ 430a	430-5a		:30			NM	1	\$50.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				1	\$50.00			
Totals											17	\$7,400.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/05/12	17	\$7,400.00	\$6,290.00	\$440.30	\$6,730.30
Totals	17	\$7,400.00	\$6,290.00	\$440.30	\$6,730.30

Signature: _____ Date: _____

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W/O # 968210

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KOAT-TV Albuquerque

Date:

10/29/2012

I, Media Strategies and Research,

being on behalf of: Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

Total Charges: \$7,400.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 29, 2012

Date

Alma A. Villanueva

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

** [Signature]*

Signature

BOZZELLO

Printed Name

BSM

Title